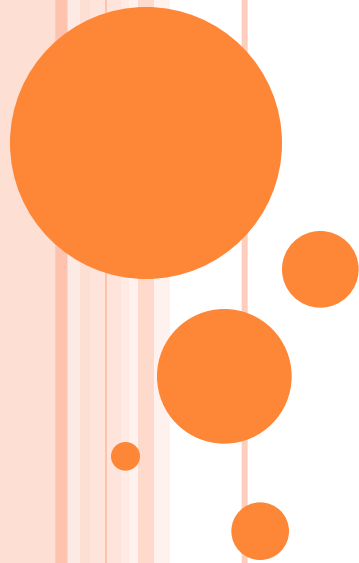


# **MEDIADISCOURSE OF FASHION ON THE MATERIAL OF INSTAGRAM SOCIAL NETWORK**

**Petrova S.A.  
Pskov**



# AIM

to carry out the English-language  
discourse of fashion on the material of  
Instagram social network

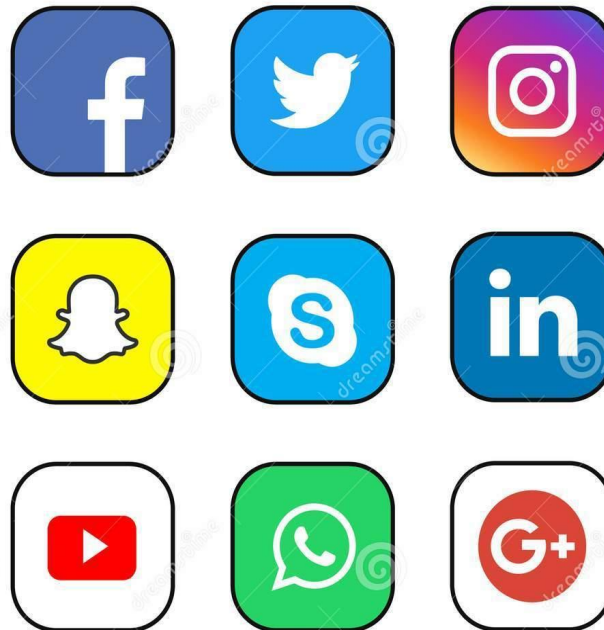


# OBJECTIVES

- to clarify the significance and novelty of the research;
- to define the terms of “fashion”, “discourse”, “media discourse”;
- to study the specifics of the structurally-substantial organization of the network discourse of fashion;
- to analyze the linguistic and non-linguistic constituent elements;
- to consider the system of its participants and the peculiarities of their intentionally conditioned speech behavior in virtual space



# POPULAR SOCIAL NETWORKS



**FASHION** is a popular aesthetic expression at a particular time and in a specific context, especially in clothing, footwear, lifestyle, accessories, make-up, hairstyle, and body proportions

**DISCOURSE OF FASHION** is a combination of speech events united by the topic of fashion and functioning in the sphere of mass media in their interrelation with a non-linguistic reality



# INSTAGRAM



jessalizzi • [Подписаться](#)  
Entrecôte



jessalizzi @louisvuitton for dinner

7 нед.



kristnrylander This baggg 🍷 ...



6 нед. Ответить



iona\_avd This bag ❤️



6 нед. Ответить



munise\_syrgez Agréable♥



6 нед. Ответить



ellieknetlova ❤️



5 836 отметок "Нравится"

15 МАРТА

Добавьте комментарий...

[Опубликовать](#)



# A PHOTO + A CAPTION + #



handinfire • Подписаться  
Paris, France



handinfire Juicy 🍅🍷  
@jacquemus #jacquemus #lechiqito  
bag yep I went straight from Provence  
to the buying appointments in Paris !

44 нед.



laeliathelabel So good 🍷



43 нед. Ответить



iosonolamiseguenni 🍷🍷



43 нед. Ответить



cynthiameles @maryfinny



4 347 отметок "Нравится"

26 ИЮНЯ 2019 Г.

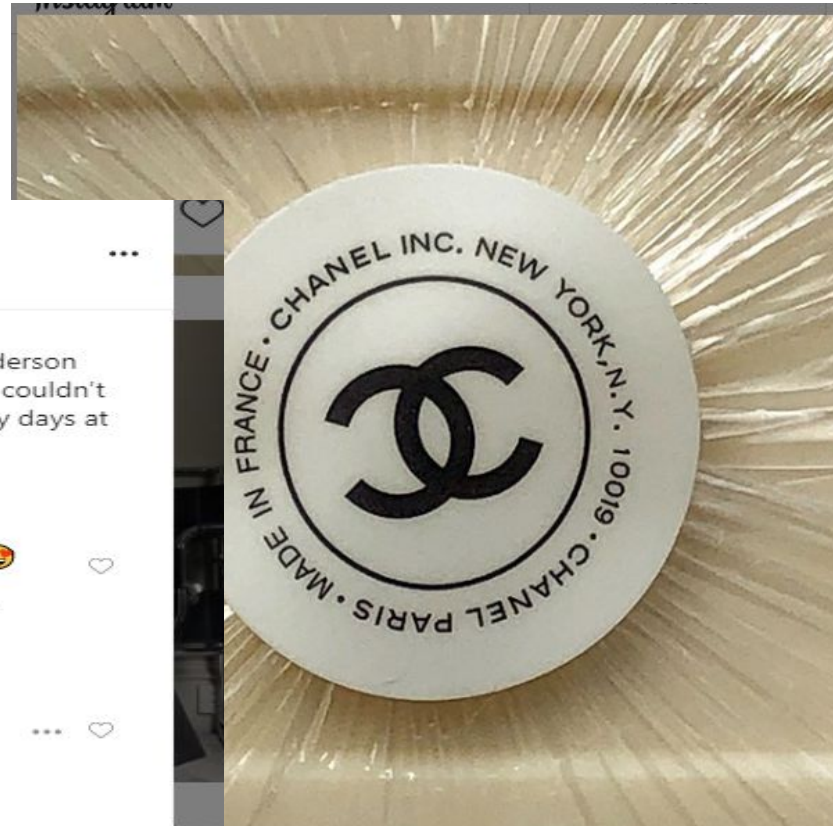
Добавьте комментарий...






Опубликовать










# ADVERTISING



-  **jessalizzi** • Подписаться  
Спонсор публикации: **uniqloau**
-  **jessalizzi** @uniqloau x JW Anderson FW collection drops 16 April , couldn't be more perfect for these cozy days at home #uniqloau #ad  
3 нед.
-  **genevieve\_day** 🤩🤩🤩🤩🤩  
3 нед. "Нравится": 2 Ответить  
Посмотреть ответы (2)
-  **alxaandria** so cozy 🤎🌟  
3 нед. Нравится: 1 Ответить  
Скрыть ответы
-  **jessalizzi** @alxaandria

7 736 отметок "Нравится"  
9 АПРЕЛЯ

Добавьте комментарий... Опубликовать

-  **jessalizzi** • Подписаться
-  **jessalizzi** when the soap packaging is just too good to open 🤩🤩🤩🤩🤩  
5 дн.
-  **\_mmxinewylde** Ommggg 🤩 ...  
buy another so you can leave the packaging on this one 🤩🤩  
5 дн. "Нравится": 5 Ответить
-  **laurenburns** Omg only Chanel soap would look this good 🤩🤩  
5 дн. "Нравится": 2 Ответить
-  **allofalexandra** ❤️🔥❤️  
5 дн. "Нравится": 2 Ответить
- 2 597 отметок "Нравится"  
5 ДНЕЙ НАЗАД
- Добавьте комментарий... Опубликовать



# SELF-EXPRESSION





handinfire • Подписаться

Paris, France



ferrerobolous Where did you get...  
this from?? When it's gonna be  
available for sale?

42 нед. Ответить



legendarylade The gingham one  
🔥

42 нед. Ответить



c\_b\_v\_ @handinfire Please.....  
how much do they cost !!!!!!!!!

42 нед. Ответить



lucreziakauffmann 🌟🌟🌟

42 нед. Нравится: 1 Ответить



chrissyford • Подписаться

Hearst Tower



noor 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌  
❤️❤️❤️❤️

12 нед. Ответить



serenakerrigan You're a  
fucking force. Proud to know you.  
Can't wait for this next chapter.  
It's going to be fucking iconic. ❤️

12 нед. Ответить



vistaexpresse Thanks for posting.

12 нед. Ответить



katechandesign Glad to have met  
you my for me desk side meeting!  
🍷🍷🍷🍷🍷

12 нед. Ответить



# NEW TENDENCIES IN FASHION



estellechemouny Double denim is always a safe bet @sportmax 🇫🇷 (shot before quarantine) + #SportmaxDenimCulture #sportmax AD

1 нед.



madseventies Love a double denim@❤️



5 дн. Нравится: 1 Ответить

— Посмотреть ответы (1)



\_sarahquintana\_ What size are you wearing on the jeans? Absolutely love the look 🔥❤️!



5 дн. Нравится: 1 Ответить



2 286 отметок "Нравится"



# INTERPRETATION OF CELEBRITIES LOOKS







# THEMES

- names of clothes, accessories, footwear, underwear, (*T-shirts, bags, glasses, dress...*)
- nomination and description of colours, images, patterns, stylistic orientation, texture, (*blue, denim*)
- reference to time (year, century)  
(*estellechemouny* *Hiding from the trolls in glasses from 80s* *#80s #90svintage* )
- brands, designers' or celebrity's names (*Chanel, Chloe, Bottega Venetta, ..*)







# HOW TO WEAR A BRA UNDER TIE TOPS



fashioninflux • Подписки



**fashioninflux** How to wear tie tops  
WITH A BRA 🙌 yasss to S/S fashion  
hacks!

•  
Credit to @yasmeengarcia's TikTok  
where I first saw this - such a good  
idea!! ❤️

•  
#fashionhack #fashiontip #styletip

3 нед.



**roupanshee** Can you do more  
looks with different bras and  
different outfits?



3 нед. "Нравится": 339 Ответить

— Посмотреть ответы (4)



Просмотры: 1 390 425

11 АПРЕЛЯ

Добавьте комментарий...

Опубликовать





fashioninflux • Подписки



fashioninflux My goal outfit for swanning round the garden... In reality I'll be looking like I've been dug up 🤖



#loungewear #pyjamas #whatiwear

3 нед.



beth\_bartram Love ❤️❤️❤️



3 нед. "Нравится": 6 Ответить



rosie\_j246 Can anyone find this on the website,



3 нед. "Нравится": 2 Ответить

— Посмотреть ответы (16)



42 273 отметок "Нравится"

8 АПРЕЛЯ

Добавьте комментарий...

Опубликовать



**THANK YOU FOR YOUR ATTENTION!**

